

NOV 03 2008

AMENDMENT AND RESPONSE UNDER 37 CFR § 1.116  
Serial Number: 09/767,819  
Filing Date: January 22, 2001  
Title: Method For Advertisers to Sponsor Broadcasts Without Commercials

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Dkt: Zeid-02

**IN THE CLAIMS**

Please amend the claims as follows.

1. (Currently Amended) A method for allowing content to be broadcast without commercial interruption, yet letting a sponsor of the broadcast offer incentives to viewers to watch the broadcast, the method comprising:

- receiving a broadcast with embedded information about the broadcast, said embedded information being provided to allow construction of a viewing record of the broadcast, the embedded information including information indicative of one or more sponsors of the broadcast;
- extracting and displaying content from said broadcast without commercial interruption to a viewer;
- extracting said embedded information from said broadcast;
- storing said embedded information;
- collecting viewer information including a user identifier and information indicative of an amount of the broadcast viewed by the viewer, specific incentives and links to the specific incentives being ~~based in part on~~ associated with the amount of the broadcast viewed by the viewer, wherein the collected viewer information is not collected in response to prompted viewer feedback provided by the viewer as part of viewer participation in an interactive reward program;
- sending said stored embedded information and viewer information to a remote computer to allow said remote computer to construct said viewing record; and
- providing the specific incentives to the viewer based on said viewing record, the viewing record including viewer information obtained without prompted viewer feedback provided by the viewer as part of viewer participation in an interactive reward program, the specific incentives including information indicative of one or more sponsors of the broadcast.